TV Forecast

All-Star Game To be Televised

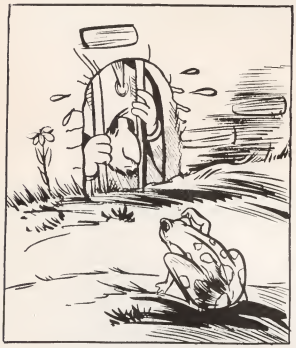
See Page 26

JULY 8, 1950

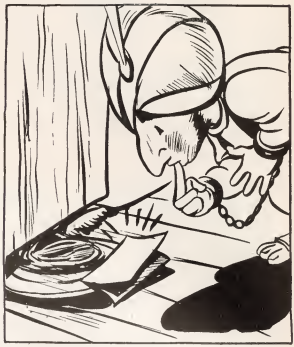
CHILDREN'S PAGE

PADDY the PELICAN

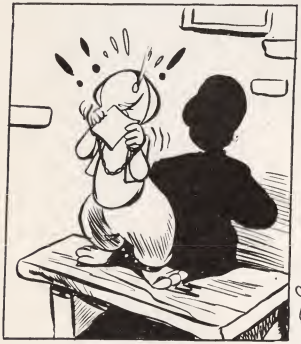
by Sieger



"The days dragged along as I sat in the dungeon, Paddy, unable to ask for the freedom which I deserved . . .



"The meals were small, but my chains were still tight—then, one day as I looked down to the dish of food—



"I saw a note sliding under the door with it . . . what could this mean? I brought it to the window . . .

". . . and I read that I would soon be free. O, joy! Paddy! I was to be saved—let me tell you how!"

(Continued next week)

LETTERS to the Editor

Letters must contain name and address; names will be withheld if requested.

Sir:

I have never written a crank letter in my life but I can no longer refrain from registering a complaint against the hour-long atrocity on TV Tuesday nights. The Original Amateur Hour is an insult to public intelligence. Unless one is an avid sports enthusiast, TV after nine o'clock is a total loss.

Chicago, Ill. MRS. ROBERT A. GRAY

Sir:

Would certainly appreciate a story on Ted Mack. He has so many fans, I'm sure just loads of us would more than enjoy his life-history.

Chicago, Ill. ANN

Ed. Note: Ted's life story was told in an earlier issue, but a new interview is scheduled to make an appearance soon.

Sir:

If ever you run a Personality Contest for TV artists, Dennis James would get my vote for personality — best dresser—and most sincere for giving commercials. Next for sincerity is Jim Moran. Keep up the good work, *TV Forecast* is wonderful. (So is Arthur Godfrey.)

Palos Park, Ill. MRS. L. PETERSON

Sir:

In my humble opinion the prettiest commercial theme song on TV is Chevrolet's on Tele-Theater, WNBQ.

Chicago, Ill. JAMES A. LE CLERE

Sir:

Would like to give three rousing cheers for Studs' Place, another wonderful, quiet, typically Chicago production. I hope that it doesn't go the way of Saturday Square.

Dalton, Ill. CONNIE BERG

Sir:

Is Verna Raymond the Old Gold (NBC-TV) match box dancing girl?

Winnetka, Ill. THOMAS F. GLEASON JR.

Ed. Note: Apparently not. NBC New York still has not identified the girls.

Sir:

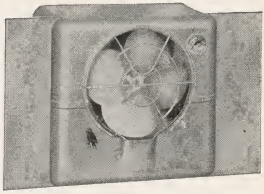
Thank you for your complimentary copy of *TV Forecast*.... It wasn't until we had one in the house that we realized how much we were missing in programs.

Chicago, Ill. MRS. A. MARTINI

SNO-BREZE AIR CONDITIONER WILL BRING YOU

REFRESHING SUMMER DAYS
RESTFUL SUMMER NIGHTS

It actually lowers temperature and filters air. Helps relieve hay fever sufferers. A boon to housewives at home all day. Refreshes husbands after a long hot day's work.



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ON THE COVER

Joan Barton, young WGN-TV singing star, can be seen this week on channel 9 as she charms fans of the Art Jarrett show. Miss Barton formerly sang for Vincent Lopez, Ed Sullivan and Wendy Barrie, but has picked Chicago for her video career.

NEXT WEEK ● "TV In Our Schools"

What progress is being made in the study of video by one Chicago group of high school pupils? You'll read this interesting story by Phil Lewis in next week's *TV Forecast,* on sale Friday at your favorite newsstand.

CHANNEL ONE

BACK in 1927, Ransom Sherman was a daily television star on W9XAP. That was while he was still in radio and convulsing the middlewest with "The Three Doctors." . . . This week Ransom took over the "Kukla, Fran and Ollie" spot while Burr Tillstrom's family headed to Dragon Retreat for a summer vacation . . . Sherman is one of the most promising things for NBC-TV, and we predict he'll be an institution in a short time . . . With him are Nancy Wright, Johnny Bradford and the Art Van Damme quintet . . . Watch out! "Truth and Consequences," is coming this September with Ralph Edwards. It will be seen on WBKB and will not be the same program as the one you hear on radio . . . If Ronald and Benita Colman do television, Benita will be in good shape for it, we are told. She dances during musical interludes of "Halls of Ivy," their radio show.

MARTHA

Martha Rountree, America's No. 1 woman radio-and-TV producer, is causing whispers around busy Washington . . . Hints of romance with a high-ranking official continue to persist . . . Friends hope she stays in television, marriage or no.

Bill "Hopalong Cassidy" Boyd got off this crack about his expert horsemanship this week: "I'm the only cowboy in television who lets the customer see the scenery between my saddle and myself when I'm riding." . . . Gertrude Berg is the only member of the "Goldberg" cast who has never acted before the motion picture camera. Hollywood begins cranking out film on her story next month . . . A Chicago boy making good in New York is Hal Block, one of Ken Murray's writers and ad-libber on "What's My Line." . . . Says Block—"It's so warm in New York that even the Giants are getting hot." . . . The most beautiful authoress of the year is a composite of Ilka Chase (CBS star) chosen for her mouth; Laura Hobson for her eyes; the nose, Nancy Wilson Ross, and the hair, Kathleen Winsor . . . If Ilona Massey makes her debut on TV in a spy show, it won't be without a sponsor . . . Newest pair: Lynn Bari and Lee Bowman, teledetectives in a Martin-Kaneish type show . . . Worthington C. Miner, "Studio One" producer, is now in Europe with his wife visiting England, France and Italy . . . They hope to return with scripts for their WBKB show.

Hard at work on "Guys and Dolls," a Broadway production based on Damon Runyon's short stories, is old friend Abe Burrows, wit of "This Is Show Business" . . . Burrows, as you may have heard, composed that well-known song, "The Girl With the Three Blue Eyes."

There's an even chance you'll see Don McNeill and his three sons, Tommy, 15; Donnie, 14 and Bobby, 9 when McNeill enters television this fall via WENR-TV (ABC) . . . Fan mail at this magazine indicates readers would like to see Sam Cowling in his own show.

TV Forecast

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People Are Talking About . . . .

STUART ERWIN—Welcome to television is this loveable Hollywood character Chicago fans saw when he made his debut on WNBQ, channel 5, in "The Jackpot," an Armstrong Circle Theatre presentation. Erwin seems to possess just enough hominess that makes viewers want to invite him back into their living room. We predict a bright future for him in this new medium.

BEVERLY YOUNGER — If you've dropped in Studs' Place, you'll recognize Miss Younger as the blonde waitress called Grace. As midwest as this NBC show, Beverly is receiving compliments on her ability to match the pattern Studs Terkel has set. Close-up camera work of her face reveals many expressions that may remind you of a friend, or sister.

PAUL TRIPP—He's known as Mr. I. Magination on WBKB, and for children in the Great Lakes he personifies the magic train to adventure, new lands. A CBS-TV star, Tripp's wholesome approach to entertaining children is rated highly amongst parents and critics. If you're a new set owner you'll want to meet Mr. I. Magination. He's hope in a troubled world.

WENDY BARRIE—One of the most controversial figures in video is this unpredictable lassie. A former screen star, Wendy makes her headquarters in New York, invites prominent guests to appear on her whirlwind show. Highlight of her show, most fans think, is the reading of her zany fan mail. Ask her to blow you a kiss and she will, from NY to Rock Island, Ill.

"Nobody TV's in the Morning"

by TOM WALLACE

They told Tom Wallace, WGN-TV's morning TV variety showmaster, that morning television would never go. Here are a few remarks from the man himself.

"If they want TV in the morning, you can start at six o'clock." That's what the station management told me.

The studio cameramen said: "TV at ten AM? You're nuts."

"You'd be better than a test pattern," declared a TV Forecast representative.

Inge Jorgensen's mother declared, "It would be better to be an usher."

Barbara Barkley, star of WGN-TV's popular cooking video show, said "It'll be nice to have company in the studio."

But, and here's the most important of all, the televiewers wrote in to say "Why haven't we had morning TV before?"

The latter was the attitude which decided my sponsor on buying the Tom Wallace Show. Our clambake is now approaching its ninth week and the sponsor says business is up 164%.

The boys down in the WGN-TV mail room say business is really picking up for them. That's the most encouraging news I can ever hear because that means the folks like us.

For a guy who pioneered several AM radio ideas a few years back, such as "Uncle Walter's Doghouse," "Plantation Party," "Avalon Time," starring Red Skelton, "Reveille Roundup," starring Louise Massey and the Westerners; "Blind Date" with Arlene Francis—I find myself enjoying the greatest pioneering effort that I could conceive being possible. The opportunity to "drop in" on a lot of fine folks each morning. Folks who don't have to peek in the ice-box to see if there is anything to feed us. Folks who can end our visit as easily as they can invite us into their homes. Folks who won't let us be a burden to them. Folks who write us that we are the best baby-sitters they ever had. In some homes the grammar school-age youngsters go off to school and the pre-school-age tribe gets bored. Now, instead of having to read, talk, tell stories, draw, go walking, etc., the Mommies just tune in our show.

I thought the highlight of anyone's career would probably have been the opportunity to produce the "Blind Date" show during the war, and the sanctified privilege of meeting and

(Continued on page 14)

ABOVE: Rudy Vallee is guest of Tom Wallace on recent visit to Chicago. At left of pix is Ingeborg Jorgensen, Tom's Girl Friday, and Bruce Newton (center) caricature artist. Picture at left shows Capt. Michael Fielding, world traveler and military analysist, displaying one of the secret Pushtoonistan flags found in Pakistan.

Chicago Has Done It Again!

By JACK MABLEY

The freshest new television show to appear in months is Chicago's own Hawkins Falls, which is now in its third week on the NBC network. I don't like to lean on cliches, but it is an unavoidable fact that Chicago has done it again.

By Chicago I mean the producers, directors, musicians, actors, and executives who like Chicago—men who prefer to do their TV work here because this city is the only major production center in the nation where originality, imagination, and intelligent humor are more important than high power production, big money, and bombast.

JACK

I don't think any other city could have produced Hawkins Falls. It is a charming characterization of life in a small town, with exaggeration for dramatic emphasis, but not to the point where it could be offensive to any small town resident.

The idea of portraying life in a small town is a cliche in itself, but the dialogue in this show, the excellent character acting, and the smooth production place it far above any ordinary show of this type.

Most of the cast are veteran Chicago radio actors. You'll notice the similarity between Marshall Cassigy's voice and your memory of Uncle Fletcher. Frank Dane, Norm Gottschalk, Phil Lord, and Hope Summers are others familiar to TV viewers as well as radio owners.

There are about 150 people directly involved in getting this show on the air. It is scheduled as a summer replacement for the Jack Carter show, but certainly most of us who have seen it hope it will remain on the air long after next September.

* * *

You saw newspaper reports a few weeks ago that the ABC network will televise a major pro football game every week at least. No cause for rejoicing for Chicago TV football fans. We'll see, at the most, one exhibition game, maybe a Thanksgiving morning game, and maybe the championship game.

That was the arrangement last year. The idea is that a telecast will not be shown in cities where any pro game is being played, and between the Bears and the Cards, there's a game in Chicago every week.

This coming on top of the Big 10 ban on TV means we'll get most of our football on films next fall. We'll see Notre Dame games, some Eastern college games and local preps, but it's a long way from the glorious days a few years back when we watched the pros, Big 10, Notre Dame, and practically everything on the gridiron. It was pretty sensational, even on a 7-inch screen. No Berle. No Denise Darcelle. But plenty of football.

* * *

I began to get an idea of the terrific cost of producing television shows the other day when I toured the ruins of the WGN Studio 1. You probably remember the grandeur of this big modern theater studio which fronts on Michigan blvd.

I had supposed that to alter it for television shows, they had changed some wiring in the control room and added a camera platform or two. That's not quite the case. The entire inside has been ripped out, from roof to basement. The stage, control rooms, seats, main floor, balcony, and everything else but the four walls have vanished, and a completely new theater studio is being built. It will be one of the finest in the world.

Can You Qualify?

Members of *TV Forecast's* exclusive "Over Fifty Club" are becoming more distant each week. Latest partisans to enroll were *Wallace Hames* of South Haven, Mich.; *Leroy Smith* of Downers Grove, Ill., and *Erwin Schultz* of Racine, Wis.

To become eligible for membership, readers must receive TV programs over their sets that originate more than fifty miles from their homes.

CONFIDENCE.....

CONFIDENCE is a necessary ingredient of any business operation. Confidence can be placed in a TV service contractor who has proved his technical ability, his business integrity and his financial soundness. Confidence results from assurance that you are protected against all risks and hazards resulting from service operations. The TISA Code of Ethics guarantees that your confidence will not be misplaced if you deal with TISA members.

TISA MEMBERS MERIT YOUR CONFIDENCE

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380 E. St. Charles, Lombard LOmbard 1236

A West Side Radio & Television
5647 West Madison Street AUstin 7-5454

Auburn Park Electronics
502 W. 79th Street STewart 3-6391

Chelten Television
2913 East 79th Street ESsex 5-3450

Kent Engineering Company
6250 South Spaulding Avenue WAlbrook 5-7212

Radio City
5659 South Halsted Street ENglewood 4-5557

Television Engineers, Inc.
1539 West Harrison Street TAylor 9-4200

Aide Sound & Radio Service Corp.
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Central Television Service
3730 North Southport Ave. EAstgate 7-9500
6250 S. Marshfield Ave. HEmlock 4-6300

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Suburban Television of La Grange
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LaGrange, Illinois

Television Service, Inc.
3909 Irving Park COrnelia 7-4121

Video Tronics, Inc.
1767-9 W. Armitage Ave. EVergiade 4-4868

Saturday

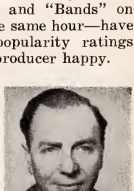
WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

12:30 4 **Multiscope News** on the ticker tape
12:50 9 **Batting Practice** by Harry Creighton
1:00 4 **Bleacher's Club** with Manny Opper
1:05 9 **Lead-Off Man** with Harry Creighton
1:10 4 **What's The Score** with Linn Burton
1:20 9 **Baseball:** Cubs vs Cincinnati
1:25 4 **Baseball:** Cubs vs Cincinnati
3:30 9 **Extra Inning** with Jack Brickhouse
3:45 4 **Lucky Fan** with Joe Wilson
4:00 4 **Vita Mix** Commercial
7 **Kieran's Kaleidoscope** Discussion
4:15 7 **Animal Clinic** Your pets, what their ills are, how to recognize and treat them by Dr. Wesley A. Young
4:30 4 **Multiscope News** on the ticker tape
7 **Sagebrush Theater** Western feature film "Riders of the Rockies" starring Tex Ritter
5:00 4 **TV Billboard** Ticker tape news
5:15 9 **Feature film** "Racing Luck"
5:30 4 **Lucky Pup Review** Doris Brown introduces sequences from daily series
7 **Lois And Looey** Show for youngsters with cartoons and Illustrations
6:00 7 **Buck Rogers** A space ship roars and another adventure begins with Robert Pastene as Buck
5 **American Forum Of The Air** Discussion on "Do We Need a New Foreign Policy?" Speakers: Sen. William Benton (D—Conn) and Sen. George W. Malone (R—Nev)
6:15 4 **Sailing To Adventure** with Cap'n Bill narrating a film serial
6:30 5 **To be announced**
7 **Lone Ranger** fights for justice in episode titled "Riders of the Plains"
9 **Famous Jury Trials** Renowned cases from courtroom history re-enacted
7:00 4 **Beat The Clock** Quiz with Bud Collyer
5 **Hawkins Falls, Pop. 6,200** Midwestern community sets the scene for the common and not-so-common happenings of its people
7 **Paul Whiteman TV Teen Club** Pops and Nancy Lewis co-emcee talent variety with youngsters
9 **Come To The Fair** Musical variety direct from the Chicago Fair
8:00 4 **Telemovie Time** Feature film "The Living Ghost" with James Dunn
5 **Trotting Races** from Roosevelt
7 **Circle Seven Theater** Western feature film starring Ken Maynard
9 **Cavalcade Of Stars** Gala variety starring Jackie Gleason and guests Rose Marie Child, Evelyn Sarney, and the Morrison dancers
9:00 7 **Girls Baseball:** Queens vs Cardinals narrated by Pat Flanagan
9 **Wrestling From Marigold** Main Match: Chief Lone Eagle vs Tony Olivas—tag match: Bobby Nelson and Bozo Brown vs Chris and Babe Zaharias narrated by Jack Brickhouse
9:25 4 **Tomorrow's Weather**

No Holidays in

by MILTON

Producing the two full-hour shows, "Cavalcade of Stars" and "Cavalcade of Bands," each week is a wonderful job. Both of these shows seen over WGN-TV and the Du Mont Television Network—"Stars," with Jerry Lester on Saturday nights, and "Bands" on Tuesday nights at the same hour—have attained the high popularity ratings that *should* make a producer happy.



Well, I am. Recently "Cavalcade of Stars" celebrated its first anniversary. During the past twelve months we've been able to bring to America's living rooms many of the finest performers in show business. We have a great comedian and master of ceremonies in Jerry Lester. We've had a lot of fun.

Of course, we've had some unexpected hurdles from time to time. That's part of the business, and life certainly hasn't been dull. Even a prop can throw you on occasion.

On a show not too long ago, J. Carroll Naish and Jerry were doing a skit in which they portrayed a pair of office building janitors. A lot of the humor revolved around the boss of the office picking up a wastebasket several times during the skit and hurling it at Lester with the command, "Empty the wastebasket!"

That wastebasket held up fine all during the week's rehearsals. Then on the night of the show it literally shattered all over the stage the first time Jerry caught it. One less toss in rehearsal, and we'd have had clear sailing.

Or take our premiere. Near the end of the show that first night I send word back stage that we were running two minutes short. The message got mangled and they thought I was warning that we were going two minutes over. Jack Carter, our emcee at that

Show Business

DOUGLAS

time, and Peter Lorre, the film villain were doing the final sketch when they got the signal to speed up. They breezed through like Whirlaway. We finished *four* minutes short!

That was timing of one kind. Comedian Jack Leonard provided us with a hilarious example of timing of another sort. Carter and Mimi Benzell, the Metropolitan Opera star, were in the middle of a skit burlesquing "Carmen." According to plan, Leonard was to come on stage while Jack was attempting to drink champagne (water) from Mimi's slipper. Part of the gag was that it was an open-toe slipper and as fast as Carter poured in the "champagne," it spilled right out again.

Leonard, who weighs in at well over 300 pounds, is famous for his fast action. When he comes on stage he comes like a streak of greased lightning. That night he came as usual—hit a puddle of that spilled water—and VOOM! When he sat down it completely broke up the act as well as the house. The audience laughed so hard it was four minutes before we could get them to quiet down.

The greatest problem that faces the producer of a weekly musical show or revue is the shortage of talent. Everytime an important artist reaches town, there are a dozen shows competing for his or her services. Friendship—knowing many of these acts personally from my long years in show business—helps a lot at times like that. So does the fact that these performers know they will get a good presentation on our show. Jerry Lester has established a great reputation for his ability to work *with* an act, instead of trying to outshine it.

Certainly one thing that you learn in producing a pair of shows such as the "Cavalcades" is that your work is never finished, and there are no holidays. You no more than have one show wrapped up and on the air than you are right in there pitching to make next week's as good.

9:30 4 Al Benson's Talent Spotlight Musical variety-amateur with Dozier Boys boogie quintet, Joe Williams, Lurline Hunter, vocalists; Dolores Bell, Sax Mallard and orchestra
5 Grand Marquee Feature film
10:30 4 Saturday Night Party Variety session emceed by Les Lear, Don Gordon, and George Anderson
10:45 5 Today's Ball Game Highlighted plays of the game on film narrated and discussed by Tom Duggan
11:00 9 Theater Of Thrills Feature film
12:00 4 Wife Saver Film
9 TV Forecast
(Stations reserve the right to change above listings without notice)

NEW TV SHOWS

Promised This Week

WNBQ **Your Hit Parade—musical**

Coming

WENR-TV **Acrobat Ranch**
WENR-TV **Wedding Date—Quin Ryan**
WENR-TV **Soap Box Theater**
WENR-TV **Cue Ball Champs**
WBKB **Gene Autry Show**

QUIET!

Yes, now you can work or rest in absolute quiet while your family enjoys TV as loud as it likes. Amazing SILAVOX solves the problem with individual earphones, complete with volume control. See your nearest dealer today.

TONIGHT!

For laughs galore

watch

"GLOOM DODGERS"

9:00 P. M.

STARRING

WILLIE SHORE

Write ABC Guest Relations for tickets

and Ladies, remember, THURSDAY is *Your* day on WENR-TV. Dial Channel 7 for

"BOB & KAY" 11:00 A. M.

"BEULAH KARNEY" 3:30 P. M.

"KAY MORROW" 4:00 P. M.

WENR-TV

Channel 7

ABC-TV in Chicago

TV Forecast for July 9, 1950

Sunday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

11:30 4 **Show Kids** Amateur Hour

12:00 7 **Bible Stories** told by Kay Morrow

12:25 7 **Jack Holden** Commentary

12:30 4 **Uncle Egbert** Puppet show (see pg. 17)

7 **Morris B. Sachs Amateur Hour** Tops in local talent perform

12:50 9 **Batting Practice** by Harry Creighton

1:00 4 **Bleacher's Club** with Manny Opper

1:05 9 **Lead-Off Man** with Harry Creighton

1:10 4 **What's The Score?** with Linn Burton

1:20 9 **Baseball:** Cubs vs Cincinnati (dbl-hdr)

1:25 4 **Baseball:** Cubs vs Cincinnati

1:30 7 **Lone Ranger** Saturday repeat telecast

2:00 7 **Hopalong Cassidy** Western adventure "Texas Masquerade"

3:10 7 **TV Tots Time** Children's cartoon story

3:30 4 **Field Recap**

7 **Sunday At The Bronx Zoo** William Bridges tours the various animal houses telling us about occupants

9 **Extra Inning** with Jack Brickhouse

3:40 4-9 **Second Game**

4:00 5 **Meet The Press** Reporters quiz figures in the news, Martha Rountree mc

7 **Super Circus** presents Ben Beri, world famous juggler; Vagabonders, trampoline act; Peyton and Raye put three Pomeranian dogs thru acrobatic act; Refredys, hand balancing and acrobatics

4:30 5 **Films** "Last Frontier"

4:45 5 **Picture Contest**

5:00 5 **Hopalong Cassidy** Western adventure with Hoppy and his pals narrated by Bob Atcher

7 **Singing Lady** Stories for children told by Ireene Wicker & Suzari puppets; Story of Rumple Stilskin

5:30 7 **Cartoon Teletales** Children's art lessons with Chuck & Jack Luchsinger

6:00 4 **Lucky Fan** with Joe Wilson

5 **Zoo Parade** Card features "Cholo" the woolly monkey. Jim Hurlbut and R. Marlin Perkins comment

7 **Think Fast** Question-answer session with David Broekman, Leon Janney, Eloise McElhone, George Combs, and Dr. Mason Gross moderator

9 **Starlit Time** Musical revue with Phil Hanna & Bill Williams emcees

6:30 4 **By Popular Demand** with Robert Alda

5 **Watch The World** Picture highlights and commentary on interesting locales in the American scene by Don Goddard narrator

7 **Carolyn Gilbert Show** Musical

6:45 7 **Dr. Fixum's Household Hospital** Tips to outwit those pet peeves

9 **Telenews** Up-to-the-minute headlines

7:00 4 **Toast Of The Town** Variety acts accompanied by Ray Bloch and the orchestra with Perry Como emcee

5 **So You Want To Lead A Band** featuring the music of Sammy Kaye and orch.

7 **Film Shorts**

9 **Chicagoland Players** Mystery drama "The Kiss Of Death"

7:30 5 **Hank McCune Show** Situation-comedy

7 **Majority Rules** Panel quiz with guest celebrities, Myron Wallace quizzer

9 **Chicagoland Newsreel Review**

8:00 4 **Film**

5 **Philco Playhouse** presents a drama titled "The Tentacles" with Alfredia Wallace, Warren Stevens, and John Seymour. Psychological melodrama in which a father attempts to prevent his son from growing up

7 **Mysteries Of Chinatown** Drama dealing with the customs of the people

9 **They Stand Accused** Mock courtroom session with actual lawyers playing the parts

8:15 4 **Comedy Theater**

8:30 7 **Public Service Film**

8:45 4 **In The First Person** Quincy Howe interviews a guest personality

9:00 4 **Vienna Philharmonic Orchestra**

5 **To be announced**

7 **Gloom Dodgers** Gay comedy-variety with Willie Shore emcee (see pg. 13)

9 **Stars Of Tomorrow** Lee Bennett emcee of top talent show

9:30 4 **Hollywood Playhouse** Feature film "The Case of the Guardian Angel"

5 **Tele-Movie Time** Feature film "Mr. Celebrity"

7 **Lone Ranger** Western adventure film "Old Joe's Sister"

9 **Courtesy Theater** Feature film "Lady Let's Dance" with Belita and Jimmy Ellison. Musical of resort hotel romance

10:00 7 **Comedy Carnival** Old time movies

10:45 5 **Today's Ball Game** with Tom Duggan

11:00 9 **TV Forecast**

7 **Sportscapades** Film

11:20 4 **Tomorrow's Weather**

11:25 4 **Pix Of The News** with Ulmer Turner

11:30 4 **Treasure Hunt**

11:35 4 **Murder Before Midnight** Film segment

(Stations reserve the right to change above listings without notice)

Gloom Dodgers Stars Our Willie Shore

Willie Shore broke the gloom last Sunday when WENR-TV presented the premiere showing of "Gloom Dodgers," a half-hour of music and comedy, with outstanding guest stars. The show, sponsored by the Dodge dealers of Chicagoland, is woven around two city families, the Brightsides, and the Grimms.

Shore, a Chicago born comedian, is currently playing a local engagement. He was chosen to head the new channel 7 show after having guested on a number of outstanding Chicago video programs. One of his first TV appearances was two years ago on WGN-TV's "Club Television." Since then he's been much in demand to sparkle variety shows.

The Brightside and Grimm families portray optimism vs pessimism. If the following shows are like the first, viewers will soon try to anticipate what the Grimms are going to say and do in each circumstance that confronts them.

Nobody's TV

(Continued from page 7)

visiting with six of America's finest young men each week—introducing them to three of New York's loveliest actresses or models—and then escorting such a party to Sherman Billingsley's Stork club.

I even felt I had fulfilled one entire career when I had the privilege of producing "Uncle Walter's Doghouse" on NBC before the war, as well as enacting the part of "Uncle Walter."

But I sincerely don't believe there is any opportunity more thrilling than my present one—the extreme pleasure of being able to take my crew into Chicagoland homes each morning, via television.

It wasn't so long ago that people, smart people, were saying, "movies are alright, but they'll never replace the legit stage!" Or, "talkies are pretty good, but they lack something, they're just a novelty!" Or, "television can't affect radio or movies!" Or, "Nobody TV's in the Morning!"

Don't sell morning TV short — it ain't a medium medium!

FUN! PRIZES!

Play

STOP THE RECORD

Monday thru Friday

12:30 • WGN • TV

Presented by Authorized Dealers of

Universal

GAS RANGES

TV Forecast for July 10, 1950

Monday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

10:00 9 **Tom Wallace Show** Variety of subjects including both the soup & the nuts
10:30 4 **Multiscope News** on the ticker tape
10:40 9 **Individually Yours** Figure analysis as basis of design of Celeste Carlyle
11:00 7 **Bob And Kay** Informal session about things you request with guests
9 **Chicago Cooks** Nutritious dishes pleasing to the eye by Katharine Middleton
11:30 4 **Cooking Is Fun** with Tina Redmon
12:00 4 **Bill Evans Show** An hour abounding with energy, good humor, and fun
7 **Bob And Kay** (continued)
9 **Tom Wallace Show** (continued)
12:30 9 **Stop The Record** Musical quiz starring Frann and Rose
1:00 4 **Multiscope News** on the ticker tape
9 **Test Pattern**
3:00 4 **Homemakers' Exchange** Louise Leslie invites you to submit a favorite
3:30 4 **Multiscope News** on the ticker tape
9 **Health Talk:** Bronchial Asthma discussed by Dr. Leon Unger of Northwestern Univ.
4:00 9 **Stop, Look, And Learn** Household hint quiz conducted by Harold Isbell
4:30 4 **TV Billboard** Ticker tape news
5 **Howdy Doody Show** Puppet show with Bob Smith narrating old-time movie
9 **Telephone Game** Contest time with Bill Bailey and Jane Quinn co-emcees
5:00 4 **Comic Capers** See Breezy and Captain Crusty, the fun loving puppets
5 **Cactus Jim** Western feature film
9 **Small Fry Club** Variety of games for kids with Bob Emery as emcee
5:15 4 **Time For Beany** and his exciting tales
5:30 4 **Lucky Pup** Fanciful happenings in Foodini's land of magic
9 **Trail Blazers' Theater** Western film "Wild Horse Canyon" I
5:45 4 **Wrangler's Club** Western feature film
5:50 5 **Eddie Hubbard Ukulele Lessons**
5:55 5 **Public Life Of Cliff Norton** Subject: Jump rope to health
6:00 4 **Film**
5 **Ransom Sherman Show** featuring Art Van Damme quintet and vocalists Nancy Wright and Johnny Bradford
7 **Paddy The Pelican** weaves tales of his wonderful woodland & his friends
9 **Captain Video** Richard Coogan as the electronic scientist who sees the world thru his scanning device
6:15 4 **Film Short**
7 **Hold 'Er Newt** Life and times in small midwest farm community
6:30 4 **CBS News** with Douglas Edwards
5 **Wendy Barrie Show** Interviews and gossip with and about celebrities
7 **Adventure Time** Feature film serial: "Three Musketeers"
9 **Spencer Allen, News**
6:45 4 **Parade Of Stars** brings enjoyment for young and old

5 **News Caravan** John Swayze reporting
7 **Flana-Grams** Sports commentary
9 **Chicagoland Newsreel** Local news

7:00 4 **Eddie Hubbard Show** Musical variety with music supplied by Eddie and his famous uke and fanciful guests
5 **Menasha The Magnificent** starring comedian Menasha Skulnik
7 **Parade** Young talent tries out, Don and Vera Ward emcee

> 9 **Stop The Record** Frann Weigle spins the records, Rose Dunn gives the clues

7:30 4 **Prize Performance** with Cedric Adams mc, Arlene Francis and Peter Donald the judges, and professional child entertainers
5 **Voice Of Firestone** presents Howard Barlow and the orchestra accompanying Jane Froman, vocalist
7 **Dr. Fixum's Household Hospital** Art Youngquist with a few home tips
9 **Al Morgan Show** Musical variety with the maestro of the keyboard

8:00 4 **Candid Camera** Allan Funt narrates scenes caught by hidden camera
5 **Your Hit Parade** Musical with Eileen Wilson and Raymond Scott's Orch.
7 **Premiere Playhouse** Feature film "I Met My Love Again" with Joan Bennett, Henry Fonda, and Dame May Whitty. After death of husband young New Englander returns home to marry her childhood sweetheart
9 **World Is Yours** Travel film "Norway"

8:15 9 **Film Varieties**

8:30 2 **Film** (KS2XBS experimental station)
4 **Community Theater** Feature film "Mutiny on the Elsinore" with Paul Lucas
5 **Stadium Concerts** from the Lewisohn Stadium with Elaine Malbin, Victor Clarke, Norman Atkins, and guest conductor Maurice Levine
9 **A Voyage To Three Continents** Film

9:00 9 **Hands Of Destiny** Mystery drama

9:30 5 **Who Said That?** Robert Trout asks of John Cameron Swayze and guests in current quote quiz. Guests: M. M. McBride, Bennett Cerf, Norman Thomas
9 **Motion Picture Academy** Feature film "Betrayed" with Robert Mitchum and Dean Jaegger

9:35 7 **My True Story** Drama

10:00 4 **Ernie Simon** The Curbstone Cutup
5 **Weatherman** Clint Youle

10:05 7 **Flana-Grams** Sports commentary

10:10 5 **Dorsey Connors Show** Commentary

10:15 4 **Tomorrow's Weather**
5 **Today's Ball Game** with Tom Duggan

10:20 4 **Wrestling From Hollywood**
7 **Tele News Digest**

10:30 5 **Clifton Utley** and the news

10:45 5 **But Not Forgotten** with Herbie Mintz

11:00 9 **Chicagoland Newsreel** Local news
5 **Broadway Open House** Variety with Morey Amsterdam mc

11:15 9 **TV Forecast**

11:20 4 **Pix Of The News** with Ulmer Turner

11:50 4 **Murder Before Midnight**

11:55 4 **Treasure Hunt**

(Stations reserve the right to change above listings without notice)

TOMORROW ON WNBQ CHANNEL 5

★

The

ALL-STAR BASEBALL GAME

Tuesday, July 11

starting at 1:15 p.m.

★

Tune to Channel 5
For A Great View
Of the American and
National League Stars
Battling It Out At
Comiskey Park

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GILLETTE SAFETY RAZOR CO.

WATCH

THE

ALL STAR

GAME

ON

WGN-TV

Starting at 1:15 P.M.

•

Jack Brickhouse describes all the action and color of baseball's greatest spectacle.

Tuesday

WBKB 4 | WNBQ 5 | WENR-TV 7 | WGN-TV 9

10:00 9 Tom Wallace Show Morning variety show includes contest features (pg. 7)

11:00 4 Multiscope News on the ticker tape
7 Bob And Kay present an informal session for early viewers
9 Chicago Cooks Katharine Middleton shows how to achieve eye appealing, taste tempting dishes

12:00 4 Bill Evans Show A few gags and tale, some records, and a lot of fun
7 Bob And Kay (continued)
9 Tom Wallace Show (continued)

12:30 9 **Stop The Record** Frann Weigle and Rose Dunn conduct musical quiz

1:00 4 Multiscope News on the ticker tape
9 Man On The Street Interviews

1:15 5-9 All Star Baseball Game from Comiskey Park announced by Jack Brickhouse

3:00 4 Homemakers' Exchange Louise Leslie demonstrates recipes sent in

3:30 4 Vanity Fair

3:45 9 Man On The Street Interviews

4:00 9 Hi Ladies Interviews Tommy Bartlett
4 Multiscope News on the ticker tape

4:30 4 TV Billboard Ticker tape news
5 Howdy Doody Show Laugh at Flap-Doodle, Dilly-Dally, and Mr. Bluster
9 Telephone Game Bill Bailey and Jane Quinn ask the questions on this quiz

5:00 4 Comic Capers Enjoy magic, comics, and antics of Breezy, Captain Crusty, Boo and rest of the gang
5 Cactus Jim Western feature film
9 Small Fry Club Helpful hints, cartoons, and stories for young'uns

5:15 4 Time For Beany to take you on another trip into realms of fantasy

5:30 4 Magic Show Bill Baird and assistant Florine with some tricks of magic
5 Pet Shop Gail and Gay Compton introduce some champion chihuahuas and a puppy which Gail is buying as a companion for Sissy, and Fred Stott will tell how to raise Budgy birds at home
9 Trail Blazers' Theater Western film "Wild Horse Canyon" II

5:45 4 Wrangler's Club Western feature film

5:55 5 Public Life Of Cliff Norton Subject: Etiquette

6:00 4 Film
5 Ransom Sherman Show Johnny Bradford and Nancy Wright vocalists
7 Paddy The Pelican Sam Singer's puppet will amuse young and old alike
9 Captain Video Ranger Don Hastings picks up scenes for survey

(Continued on page 17)

Tuesday
(Continued)

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

6:15 **4 Hollywood Tele-Views** Sunda Love interviews Ruth St. Denis, dancer; Dave Durston & his dog Rags
7 Hold 'Er Newt Farm crops bad? Consult Newton Figg at general store
6:30 **4 Herb Graffis Show** Commentary
5 Little Show features John Conte and guests in a musical revue
7 Adventure Time Feature film serial: "Three Musketeers"
9 Spencer Allen, News
6:45 **4 Window Shopping** with Pat Banks
5 News Caravan John Swayze reports
7 Flana-Grams Sports commentary
9 Chicagoland Newsreel Local news
7:00 **4 Frontier Theater** Western feature film
5 NBC Cinema Playhouse Feature film "It Happened Tomorrow"
7 Comedy Carnival Old time movies

9 **Dad's Root Beer Ranch** with cook Leo Curley relating a western tale starring Tex Ritter and taking charge of the puppies you can win

8:00 **4 To be announced**
5 Lights, Camera, Action Walter Wolfe King emcees talent contest
7 In The Morgan Manor Musical variety with Russ Morgan and his band
9 Cavalcade Of Bands features Harry James as the band of the week
8:30 **4 The Web** Drama
5 Circle Theater Drama
7 Tin Pan Alley TV with Clark Dennis, Gloria Van, and guest Mat Simon introducing the "Parlor Polka"
9:00 **4 Girls Baseball:** Music Maids vs Queens
5 Original Amateur Hour Ted Mack mc
7 Tomorrow's Champions Boxing bouts
9 Wrestling From Marigold
10:00 **5 Weatherman** Clint Youle
10:10 **5 Dorsey Connors Show** Commentary
10:15 **5 Today's Ball Game** with Tom Duggan
10:30 **4 Ernie Simon** The Curbstone Cutup
5 Clifton Utley and late news bulletins
10:45 **4 Joe Wilson's Sports Roundup**
5 But Not Forgotten with Herbie Mintz
7 Pars, Birdies, And Eagles Golf tips from Johnny Revolta and Jimmy Hines
11:00 **4 Murder Before Midnight** Film segment
5 Broadway Open House Variety with Jerry Lester mc
11:15 **7 Flana-Grams** Sports commentary
9 Chicagoland Newsreel Local news
11:30 **7 Tele News Digest**
7 TV Forecast
4 Treasure Hunt

(Stations reserve the right to change above listings without notice)

Makes TV Debut

UNCLE EGBERT (right) is a newcomer to WBKB's screen. He'll be seen Sunday, July 9 and every Sunday thereafter, with Wallaby Susanna and Little Hank.

TV Forecast On Sale
at Leading Newsstands

Gene Autry Rides Across TV Screen

Fair warning to our half-million readers: if the small fry around the house have six-shooters, we recommend you get a sitter Sunday, July 23, and vamoose from the TV scene 'cause Gene Autry is making his video debut in some action-packed western films.

The smell of gunpowder will come from WBKB, channel 4, when "Gold Dust Charlie" is shown. Autry will star and sing songs of the west that have made him a troubador of the range for more than 15 years. The show, sponsored by Wrigley, also features Pat Buttram, the Cass County Boys, Sheila Ryan, Alan Hale Jr., Ralph Sanford, Steve Darrell, and Sam Flint. Of course Champion, Autry's celebrated steed, is spotlighted, too!

Five other shows have been completed, so expect to see "Head for Texas," "The Doodle-Bug," "Silver Arrow, "The Double Switch," and "The Star Toter."

Gene Autry, idol of Chicago children and adults, was born in the saddle down in Tioga, Texas, and at an early age worked as a cowpuncher on his father's ranch. A preacher-grandfather corralled the lad for choir practice each week. When Autry and his family moved to Oklahoma, Gene punched cattle on nearby ranches, then became a telegrapher on the St. Louis-San Francisco railroad. It was Will Rogers who heard him singing one night that encouraged him to get into radio.

By UNCLE HERBIE

PRECISION TIPS

Your 8-ball antenna usually works best when the arms are *horizontally* extended. Move arms in or out for best reception.

•

Precision Television Service Company

CITY-WIDE COVERAGE

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COrnelia 7-2225

SOUTH
3751 W. 63rd St.
WAlbrook 5-6410

TV Forecast for July 12, 1950

Wednesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

10:00 **9** **Tom Wallace Show** Production of informative & relaxing music & comments

10:30 **4** **Multiscope News** on the ticker tape

11:00 **7** **Bob And Kay** For atmosphere & antics scenes include dogs, fish & hamsters
9 **Chicago Cooks** Miss Middleton with some delightfully pleasing recipes

11:30 **4** **Cooking Is Fun** with Tina Redmon

12:00 **4** **Bill Evans Show** Humor, records, philosophy—all designed to please
7 **Bob And Kay** (continued)
9 **Tom Wallace Show** (continued)

12:30 **9** **Stop The Record** Frann Weigle & Rose Dunn conduct this quiz

1:00 **4** **Multiscope News** on the ticker tape
9 **Test Pattern**

3:00 **4** **Homemakers' Exchange** Louise Leslie chats informally as she demonstrates

3:30 **4** **Multiscope News** on the ticker tape

4:00 **4** **Florence Bourke Ellis Show** Information on most any topic
9 **Hi Ladies** Tommy Bartlett interviews the ladies of the Home Arts Guild

4:30 **4** **TV Billboard** Ticker tape news
5 **Howdy Doody Show** Brings slap-stick comedy to children with their old-time movie, Bob Smith mc
9 **Telephone Game** Prizes for correct answers with Jane & Bill quizzing

5:00 **4** **Comic Capers** Laugh with Don, Vera, and puppets Breezy, Capt. Crusty, & Boo, the magic puppet bunny
5 **Cactus Jim** Western feature film
9 **Small Fry Club** For children who like to work puzzles and play games

5:15 **4** **Time For Beany** and entertaining tales with Cecil the seasick sea-serpent

5:30 **4** **Lucky Pup** Assistant Pinhead is often more trouble than help to Foodini
9 **Trail Blazers' Theater** Western film "Pioneer Days" with Jack Randall

5:45 **4** **Wrangler's Club** Western feature film narrated by Texas Bruce

5:50 **5** **Eddie Hubbard Ukulele Lessons**

5:55 **5** **Public Life Of Cliff Norton** Subject: Know Yourself

6:00 **4** **Film**
5 **Ransom Sherman Show** features the common folk as his guests
7 **Paddy The Pelican** Fanciful tales told by an amazing tho lovable bird
9 **Captain Video** Adventures with the scientist and his rangers

6:15 **4** **Film Short**
7 **Hold 'Er Newt** Farming community of Figg Center sets our scene

6:30 **4** **CBS News** with Douglas Edwards
5 **Wendy Barrie Show** Interviews and gossip about the celebrities
7 **Adventure Time** Feature film serial: "Three Musketeers"

9 **Spencer Allen, News**

6:45 4 **Window Shopping** with John Dunham
5 **News Caravan** with John C. Swayze
7 **Fiana-Grams** Sports commentary
9 **Chicagoland Newsreel** Local news

7:00 4 **Arthur Godfrey** And His Friends Musical variety with Archie Bleyer's orchestra, guests, and regulars
5 **Fifteen With Faye** Emerson and Ken Banghart relate an interesting tale and interview a guest
7 **On Trial** Topic discussion on "Should the U. S. Oppose the Admission of Communist China to the U.N.?" Walter H. Judd, Richard P. Heppner, and Harry A. Gair
9 **Music Ala Mode** with the Starnoters, Art Jarrett and Paula Rae

7:15 5 **Nature Of Things** Dr. Roy K. Marshall discusses a scientific problem

7:30 5 **Cameo Theater** Drama
7 **Author Meets The Critics** Book discussion with John McCaffrey emcee
9 **Spell With Isbell** A fast moving and sometimes hilarious spelling bee

8:00 4 **Twin Time** Musical variety revue starring Jack Lemmon mc and young professional talent
5 **Kraft Theater** presents "Murder on the Nile" by Agatha Christie starring Guy Spaull
7 **Other Lands, Other People** Travel film
9 **World Is Yours** Travel film "In and Around Amsterdam"

8:15 7 **Top Views In Sports** with Jimmy Evans
9 **Chicagoland Hero Of The Week** Interviews with Spencer Allen

8:30 4 **Television Talent Hunt** Amateur time
7 **Wrestling From Rainbo** Wayne Griffin announces the matches
9 **Plainclothesman** Mystery drama

9:00 5 **Break The Bank** Quiz
9 **Strange Adventure** Films "Sealed Orders" and "Just Three Words"

9:15 4 **Warren Hull Show** Commercial

9:30 4 **Wonders Of 1950**
5 **Film Short**
9 **Four Star TV Theater** Feature film "Bombs Over Burma" with Ricardo Cortez, Anna Mae Wong, Noel Madison

9:45 4 **America Dines** Film sequences of famous dining places all over country
5 **Reported Missing** Help Jim Hurlbut in locating these missing persons

10:00 4 **Ernie Simon** The Curbstone Cutup
5 **Weatherman** Clint Youle

10:10 5 **Dorsey Connors Show** Commentary

10:15 4 **Ulmer Turner** and late news bulletins
5 **Today's Ball Game** Film narration discussed by Tom Duggan

10:30 4 **Sports Roundup** with Joe Wilson
5 **Clifton Utley** and the late news items

10:45 4 **Murder Before Midnight** Film segment
5 **But Not Forgotten** with Herbie Mintz

11:00 7 **Fiana-Grams** Sports commentary
5 **Broadway Open House** Variety with Morey Amsterdam mc
9 **Chicagoland Newsreel** Local news

11:15 7 **Tele News Digest**
9 **TV Forecast**
4 **Treasure Hunt**

(Stations reserve the right to change above listings without notice)

WATCH TV
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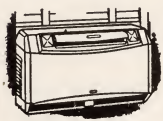

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Greatest Thing Ever . . . TV, That Is

By DON AND VERA WARD

It isn't very often that the Wards haul off and issue statements that echo resoundingly throughout video land. In fact we have all we can do to persuade our two moppets that it's bedtime.

But just having emerged the victor in a one-hour-best-two-out-of-three falls match with our eldest three-and-a-halfer, we shall rush into print with the following before she hollers for her drink of water.

And the "echoing" statement? Quote . . . "Television is the greatest thing that ever happened to talent" . . . unquote. Never before in the history of entertainment have young people had the opportunity to parade their talent before the American public that they have today. And they can thank television. Even we can remember when there was no such animal as a program (radio or television) which was devoted entirely to giving young people a break. Radio started scratching the surface in the "thirties." And then came TV to open up endless opportunities.

In the early thirties, when we were in school together, we knew several youngsters who had more talent in their eyelashes than most of the B picture stars in Hollywood. So they headed for the only place that would recognize great talent . . . Broadway . . . and they languished in casting offices and thought the only word in the English language was "no!"

Many of them had to give up and go back to selling linen, lamps and lingerie in Murphy's Main Street department store. What would those same people do today? Or maybe we should ask what are the young hopefuls of today doing? Naturally, they would, and they are, turning to the new universal medium that recognizes great talent . . . Television.

There are plenty of shows with opportunity unlimited on television. Today the chances of really great talent being recognized is about ten times what it was ten years ago. And we're both mighty proud to be a part of the

TV Forecast for July 13, 1950

Thursday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

10:00 **9 Tom Wallace Show** News, fashions, sports, etc. for a well-balanced show
11:00 **4 Multiscope News** on the ticker tape
7 Bob And Kay Format is as informal as breakfast, join them won't you!
9 Chicago Cooks New views on foods as prepared by Katharine Middleton
12:00 **4 Bill Evans Show** Time to smile, relax and listen to amusing chatter
7 Bob And Kay (continued)
9 Tom Wallace Show (continued)

12:30 **9** **Stop The Record** Send your name and address in so you too can be called

12:50 **9 Batting Practice** by Harry Creighton
1:00 **4 Bleacher's Club** with Manny Opper
1:05 **9 Lead-Off Man** with Harry Creighton
1:10 **4 What's The Score?** Linn Burton me
1:20 **9 Baseball:** Cubs vs Brooklyn
1:25 **4 Baseball:** Cubs vs Brooklyn
3:30 **4 Lucky Fan** Joe Wilson interviewing
7 Beulah Karney Show Food adventures
9 Extra Inning with Jack Brickhouse
3:45 **4 Multiscope News** on the ticker tape
4:00 **7 Kay Morrow Show** Fashion show for style conscious women
9 Hi Ladies Interviews and amusing chatter with Tommy Bartlett emcee
4:30 **4 TV Billboard** Ticker tape news
5 Howdy Doody Show Flap-doodle and all help to amuse the youngsters
9 Telephone Game Quiz designed for the enjoyment of the entire family
5:00 **4 Comic Capers** Fun with puppets, magic and reading daily comic strips
5 Cactus Jim Western feature film
9 Small Fry Club Bob Emery gives his youthful audience a few pointers
5:15 **4 Time For Beany** and stories of adventure in dangerous places
5:30 **4 Lucky Pup** Hope and Morey Bunnin puppets get entangled in adventure
9 Film Varieties
5:45 **4 Wrangler's Club** Western feature film
5:55 **5 Public Life Of Cliff Norton** Subject: The ukulele lesson
6:00 **4 Film**
5 Ransom Sherman Show General commentary on a wide variety of subjects
7 Paddy The Pelican "Fowl" play is this program's charm (see page 2)
9 Captain Video Adventure story starring Richard Coogan & Don Hastings
6:15 **4 Hollywood Tele-Views** Interviews with Sunda Love and Richard Florsheim, artist
7 Hold 'Er Newt Newton Figg and friends hold discussions in the store
6:30 **4 Herb Graffis Show** Commentary
5 Little Show presenting John Conte

7 **Adventure Time** Feature film serial: "Three Musketeers"
9 **Spencer Allen,** News

6:45 4 **Window Shopping** with Pat Banks
5 **News Caravan** John Swayze reporting
7 **Fiana-Grams** Sports commentary
9 **Chicagoland Newsreel** Local news

7:00 4 **Ship's Reporter** Celebrities leaving for Europe interviewed
5 **Leave It To The Girls** Panel discussion with Maggi McNellis moderator
7 **Stop The Music** Musical quiz with Jimmy Blaine emcee
9 **To be announced**

7:15 4 **Show Goes On** Talent variety auditions with Robert Q. Lewis emcee

7:30 4 **To be announced**
5 **Stud's Place** Discussion with Studs Terkle and guests who drop in for coffee
9 **Stage Door Revue** Claude Kirchner emcees this amateur talent show

8:00 4 **Treasury Bond Show** Eddie Rogers mc, music by Bob Tilles at the vibraharp and Richard Marx at the piano. Guests include Ruth St. Denis, dancer
5 **Jack Haley Show** Musical revue with guest singers, dancers, & comedians
7 **ABC Showcase** Variety revue with dramatic offerings. Peter Donald and company with comedy show
9 **Morey Amsterdam Show** Variety with Morey and guests cutting capers

8:30 4 **Glamour-Go-Round** Commentary with Ilka Chase and guest celebrities
7 **Ruggles** Domestic comedy skits with Charles Ruggles and Ruth Tedrow endeavoring to control the kids
9 **TV Beauty Contest** Myron Wallace mc

8:45 4 **Harry Wismer Show** Commentary

9:00 5 **Trotting Races** from Roosevelt
7 **Roller Derby** Action on skates described by Joe Hasel and Ken Nydell
9 **Wrestling From Madison** with Jack Brickhouse describing the matches

9:15 4 **Meet The Models**

9:30 4 **Hit The Spot** Musical with Johnny Paul vocalist, Tu-Tones accordian team, & Melodiers barber shop quartette

9:45 4 **Travel Time** Film

10:00 4 **Ernie Simon** The Curbstone Cutup
5 **Weatherman** Clint Youle

10:10 5 **Dorsey Connors Show** Commentary

10:15 4 **Ulmer Turner** and late news bulletins
5 **Today's Ball Game** Highlights on film narrated by Tom Duggan
7 **Fiana-Grams** Sports commentary

10:30 4 **Sports Roundup** with Joe Wilson
5 **Clifton Utley** and late news items
7 **Tele News Digest**

10:50 4 **Murder Before Midnight** Film segment

10:45 5 **But Not Forgotten** with Herbie Mintz

11:00 5 **Broadway Open House** Variety with Jerry Lester mc

11:15 9 **Chicagoland Newsreel** Local news

11:20 4 **Treasure Hunt**

(Stations reserve the right to change above listings without notice)

THE WARDS

stepping stone for young performers with our emcee duties over "Parade" on Station WENR-TV every Monday night.

"Parade" is the kind of program where a youngster can display his talents if he thinks he has that magic something. Maybe he hasn't got what it takes. But at least he gets the chance to get before the klieg lights and a live audience and give the best he knows.

Believe us, it's a mighty wonderful feeling to know that you can play a part in helping young entertainers find out their potentialities one way or another. And that's exactly the feeling we have working on "Parade." As far as that's concerned, I guess what we do on "Parade" hits pretty close to the old saying that "There's nothing like working on something when it doesn't seem like work. . . ."

Well, please excuse us while we flip a coin to see who gets Mari her glass of water. . . .

THAT SKY'S THE LIMIT!

With sunny program prospects next Fall, NBC is taking no chances. It has its own sky now. It's a dark grey-green cyclorama, 80 x 14 feet, developed by NBC television production facilities men in response to constant demand for "more and better skies" in dramas. The cyc, colored for the best television effect, is rigged between two pipes for maximum spread and tautness.

WGN-TV
is at the
CHICAGO FAIR

★

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WGN-TV's modern television center

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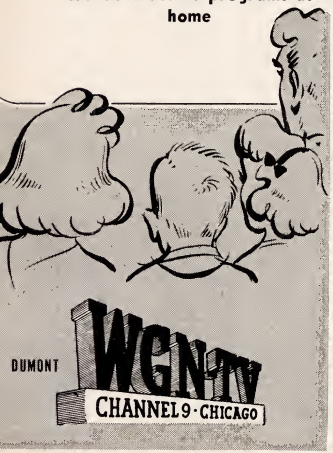


Friday

WBKB 4 · WNBQ 5 · WENR-TV 7 · WGN-TV 9

10:00 9 **Tom Wallace Show** Variety trimmed with a multitude of featurettes

11:00 4 **Multiscope News** on the ticker tape
7 **Bob And Kay** Chat with, to, or about the audience at informal session
9 **Chicago Cooks** Taste-tips for every appetite given by Katharine Middleton

12:00 4 **Bill Evans Show** Music interspersed with comedy and some homey philosophy
7 **Bob And Kay** (continued)
9 **Tom Wallace Show** (continued)

12:30 9 **Stop The Record** Rose Dunn gives the clues on quiz

12:50 9 **Batting Practice** by Harry Creighton

1:00 4 **Bleacher's Club** with Manny Opper

1:05 9 **Lead-Off Man** with Harry Creighton

1:10 4 **What's The Score?** Linn Burton mc

1:20 9 **Baseball:** Cubs vs Brooklyn Dodgers

1:25 4 **Baseball:** Cubs vs Brooklyn Dodgers

3:30 4 **Lucky Fan** with Joe Wilson
9 **Extra Inning** with Jack Brickhouse

3:45 4 **Multiscope News** on the ticker tape

4:00 9 **Hy Power Crossword Puzzle** Quiz

4:15 9 **Plan-A-Room** Tips on room designs from Paul MacAlister

4:30 4 **TV Billboard** Ticker tape news
5 **Howdy Doody Show** Puppet antics of Howdy and his many friends
9 **Telephone Game** Bill Bailey and Jane Quinn ask the questions

5:00 4 **Comic Capers** See pg. 20-21 for Don and Vera Ward's own story
5 **Cactus Jim** Western feature film
9 **Small Fry Club** Bob gives many helpful hints, cartoons, and stories

5:15 4 **Time For Beany** to entangle himself and his friends in another adventure

5:30 4 **Lucky Pup** Watch the hilarious adventures of Foodini & assistant Pinhead
9 **Fairteen Club** Norma Kasell invites you to join the teen-age jam session

5:45 4 **Wrangler's Club** Western feature film

5:50 5 **Eddie Hubbard Ukulele Lessons**

5:55 5 **Public Life Of Cliff Norton** Subject: Hypnotism

6:00 4 **Film**
5 **Ransom Sherman Show** Music supplied by the Art Van Dammne quintet
7 **Paddy The Pelican** Cartoon story for youngsters told by a bird
9 **Captain Video** Adventures with a super scientific wizard

6:15 4 **Film Short**
7 **Hold 'Er Newt** Friends drop in for a purchase and some gossip

6:30 4 **CBS News** with Douglas Edwards
5 **Wendy Barrie Show** Commentary and interviews with show people
7 **Adventure Time** Feature film serial: "Three Musketeers"
9 **Spencer Allen, News**

6:45 4 **Window Shopping** with Pat Banks
5 **News Caravan** with John C. Swayze
7 **Flana-Grams** Sports Commentary
9 **Chicagoland Newsreel** Local news

7:00 4 **We Take Your Word** Abe Burrows & Lyman Bryson regular panel members and guest ferret out obscure roots and derivations of common words, as well as their precise meanings (tentative)
5 **Magic Slate** Drama
7 **Crusade In Europe** Ch. 24 in the film series of Gen. Eisenhower's book entitled "American Military Government"
9 **Cartune-O** Holland Engle mc's musical quiz. Cartoonist Arv Miller

7:25 7 **Film Short**

7:30 4 **Amateur Show**

> 5 **Walt's Workshop** Ladies here's your chance, Walt's making a coffee table

7 **Roller Derby** Action-packed thrills

8:00 4 **Songs For Sale** Jan Murray mc, Ray Bloch and orch. Rosemary Clooney, Tony Bennett vocalists, 4 composers and four panelists; musical
5 **Versatile Varieties** Harold Barry mc, guests: Lanny Ross, Steve Evans, the Three Originals, girl trio
9 **World Is Yours** Travel film "Nassau"

8:15 9 **Film Varieties**

8:30 5 **The Clock** Suspense drama
7 **Tin Pan Alley TV** presents lyricist Al Lewis of "Rose O'Day," "You Gotta Be A Football Hero" fame with new tune "Organ Grinder Man"
9 **Wrestling** Jack Brickhouse announces

9:00 4 **Follow The Fun** with Jim Ameche mc
5 **Cavalcade Of Sports** Film highlights
7 **Our Gal Toni** Variety interview session

9:30 4 **Meet The Models** Interviews
5 **Trotting Races** from Roosevelt
9 **Community Theater** Feature film "Scandal In Paris" with Carol Landis, George Sanders, Gene Lockhart

9:45 4 **Film Short**

10:00 4 **Ernie Simon** The Curbstone Cutup
5 **Weatherman** Clint Youle

> 7 **Courtesy Hour** A sparkling revue studded with young professional talent introduced by Jim Moran

10:10 5 **Dorsey Connors Show** Commentary

10:15 4 **Tomorrow's Weather**
5 **Today's Ball Game** with Tom Duggan

10:20 4 **Wrestling From Hollywood**

10:30 5 **Film Short**

10:45 5 **But Not Forgotten** with Herbie Mintz
9 **Theater Of Thrills** Feature film

11:00 5 **Clarke's Owl Show** English feature film "Lucky Jade"
7 **Flana-Grams** Sports commentary

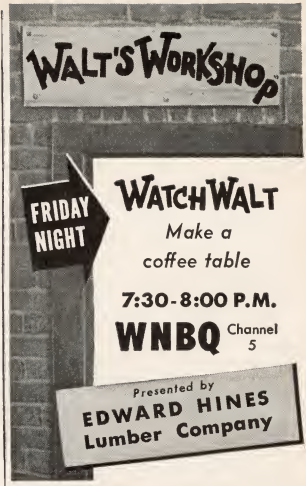
11:10 4 **Murder Before Midnight** Film segment

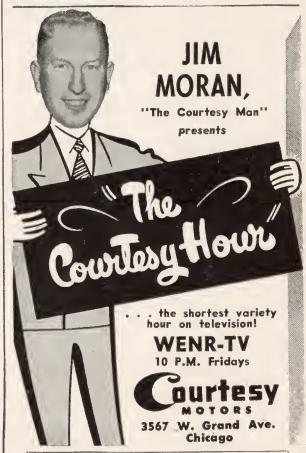
11:15 7 **Telenews Digest**

11:40 4 **Pix Of The News** with Ulmer Turner

12:00 9 **TV Forecast**

(Stations reserve the right to change above listings without notice)





For ***free tickets*** to attend these Telecasts in ABC Civic Studio, Opera Building, write ABC Guest Relations, 20 N. Wacker Drive, Chicago.

GUEST COLUMN

The Goldfish Bowl

by IMOGENE COCA

The first time a salesgirl giggled into my plate—charge that is—I knew that television had caught up with me. For years I had managed to wander on and off the stage and in and out of night clubs with a comfortable degree of anonymity. Oh, occasionally, I would kick a pinch-happy patron in the place where it would do him the least good and for one glorious day I would reign as queen of page three in the daily tabloids. But now all that is behind me, with the pinching episodes. Life has become a goldfish bowl and whether I sink or swim, it is all in the public eye.

I must confess that this new found fame is flattering indeed. But it also has its disconcerting moments, like the time at the perfume counter in Macy's department store. There I was, fresh from an early TV triumph, when I overheard one benign matron say to another, "She stinks!" It wasn't until they moved on that I discovered the "she" which they had reference to was a new scent.

Another time, after I had first done my molting fur coat routine on NBC's Saturday Night Revue, I was walking down 5th Avenue enwrapped in my new mink coat (the one that came with the two pair of slacks) when three bobby-soxers, whose avocation up to this point had been Frank Sinatra, descended upon me, not alone for the usual autograph, but for a few locks from the hairs of the coat I was wearing. We made a deal. They got the two pair of slacks — and I walked away with the molting mink.

Making faces in front of all those gadgets which send one hurtling through space and into the living rooms of world-wide neighbors is, I must admit, a nice way to make a living. But that, too, has its personal drawback. People never know whether it is the real you or some face you are making, when you react to a perfectly normal situation.

This summer it will be good to get back to live audiences. "Happy Birthday," which I am doing at the Chevy Chase Summer Theater in Wheeling, Illinois, just outside of Chicago, beginning July 11th, is what I consider a "fun" play. Not only will I have an opportunity to make my beloved faces, but the challenge of creating a character will be good exercise after fur-coat-shedding.

Shows Open to Public

Televiewers wishing to see audience participation shows may obtain tickets by writing or phoning the Chicago stations, as indicated below:

WENR-TV—20 N. Wacker Dr., AN 3-7800. Tickets: Guest Relations, Civic Opera Building. Programs originate in ABCivic Theater. "Super Circus," Sunday 4-5 p.m. (only written requests accepted, order tickets well in advance); "Sechs Amateur Hour," Sunday 12:30-1:30 p.m.; "Parade," Monday 7 p.m.; "Courtesy Hour," Friday 10-11 p.m. "Gloom Dodgers," Sundays, 9-9:30 p.m.

WGN-TV—435 N. Michigan, SU 7-0200. Tickets: Guest Relations, Tribune Tower. Rubins "Stars of Tomorrow," Sunday 9-9:30 p.m.; "Hi Ladies," Tuesday and Thursday 4 p.m. (Write c/o Home Arts Guild); "Al Morgan Show," Monday 7:30 p.m. (Tickets not printed. Phone for reservation); "Stage Door Revue," Thursday 7:30 p.m.; "Spell With Isbell," Wednesday 7:30 p.m. (Write c/o Harold Isbell); "Stop, Look, And Learn," Wednesday 4:00 p.m. (Write c/o Harold Isbell.)

WNBQ—Merchandise Mart, SU 7-8300. Guest Relations, Mart, Chicago 54. Audience participation shows suspended for the summer.

WBKB—190 N. State, RA 6-8210. Tickets: "Ernie Simon's Curbstone Cutup," Monday through Friday 10 p.m. (No tickets needed. Show telecast under marquee of State-Lake theater.) Admiral TV Talent Hunt, Wednesday 8:30 p.m. "Al Benson Show," Saturday 9:30 p.m.; "Saturday Night Party," Saturday 10:30 p.m. (Write c/o Don Drake.)

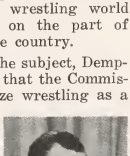
TV Set Break Down?
Consult Our Advertisers

TV Wrestling and Baseball

by ED PAZDUR

At a recent luncheon with the famous "Manassa Mauler," **Jack Dempsey** and his associate **Leonard Sacks,** this editor grabbed the opportunity to raise his favorite beef of wrestling world championship claims on the part of promoters all over the country.

When asked about the subject, Dempsey replied, "I realize that the Commission does not recognize wrestling as a contest. However, it is really very competitive to the point where it requires years of training."



DEMPSEY

Leonard Sacks, a neat, peppy man with a persuasive manner broke in saying, "There is a champion in every section of the country. I believe the time will come when these wrestling factions will get together and come up with an undisputed champion of the world."

Dempsey, who draws as much as $5,000 for a single refereeing engagement, added, "There is not a champion such as we have in boxing. Perhaps no one wrestler has earned that right."

And so the story continues. In Chicago, **Ray Fabiani** claims **Londos** still possesses the crown while **Kohler** organized the NWA to declare his own world's wrestling champ . . . We feel that if enough people are interested in wrestling as a sport then the **State Athletic Commission** should establish standards to raise wrestling to the level of an official contest and declare an undisputed champion . . . What do you think, fans?

This week's notes: The **French Angel** blew into town the other day and retorted, "I could take that NWA crown from **Thesz.** I've beat him no less than five times already." . . . 36-year-old **Walter Palmer** was raised on Chicago's north side and tried his hand in medicine as a student in Northwestern's pre-med school.

Did you know that **Celia Blevins** is a full blooded Cherokee Indian girl? . . . Or that promoters clear down to Australia were so impressed by **Tarzan White** that they are vying for his services? . . . Or that **Gorgeous George** is about the only wrestler we know of who does not claim any titles?

Ann La Verne has the dubious honor of being the only girl wrestler with cauliflower ears . . . **Mrs. Gypsy Joe** helps her husband win his matches by scrutinizing his opponents and flashing him code signals from ringside.

Baseball quips: The average age of the Cubs is 24.8 years . . . **Mrs. Chico Carrasquel** became so fond of the U.S.A. last summer that she is considering Chicago for a permanent home, instead of Caracas, Venezuela, their present residence . . . **Dutch Leonard** says the toughest game he ever lost was to the Cubs, a 2 to 1, 11 inning battle at Wrigley Field in 1948.

Wayne Terwilliger was a star athlete at Michigan State College in 1948 . . . **Vern Stephens,** through June 19 games, had hit a homer in every park except Washington . . . Watch for **TV Forecast's** feature on **Hank Sauer** next week.

WRESTLING TICKET WINNERS

Dr. F. G. Robeson
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River Forest, Ill.

Miss S. Annoyance
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Chicago 34, Ill.

Mrs. Sue Casey
5131 N. Kenton Ave.
Chicago 30, Ill.

Mrs. James Paskiewicz
New Buffalo,
Michigan

Mrs. R. N. Church
6449 Minerva
Chicago 34, Ill.

Miss Elizabeth Hack
1332 Wicker Park Ave.
Chicago 22, Ill.

Jim Meli
3224 S. May St.
Chicago 8, Ill.

Robert L. Evans
Route 1
La Grange, Ill.

Jack Fairchild
223 Desplaines
Forest Park, Ill.

Elizabeth Rochow
5317 Maryland
Chicago 15, Ill.

TV Forecast On Sale at Leading Newsstands

WGN-TV, WNBQ To Cover All-Stars

Jack Brickhouse, ace WGN-TV sportscaster, who has televised more baseball games than any other sports reporter in the world, will be at the mike as WGN-TV and WNBQ televise the 17th Annual All-Star baseball game direct from Comiskey park, Tuesday, July 11. The veteran sports reporter will be aided by his two competent colleagues, **Vince Lloyd** and **Harry Creighton.**

It was a bright sunny afternoon on July 6, 1933, at Comiskey park when the American Leaguers copped the All-Star opener 4-2 on **Babe Ruth's** home run. They never relinquished their superiority and currently lead the series 12-4.

The National Leaguers will be in quest of their first victory since 1944 when **Nicholson** and **Cavaretta** paced the attack for a 7-1 triumph.

If records are to be the criteria, the senior circuit is doomed since all of their wins have been registered in National League parks . . . Boston in 1936; Cincinnati in 1938; St. Louis in 1940 and Pittsburgh in 1944.

Chicago Tribune Sports Editor, **Arch Ward,** conceived the idea of an All-Star game as a highlight of Chicago's Century of Progress in 1933. Following its initiation, both major league parks served as hosts to this baseball classic. Millions of fans all over the world have cast their ballots in naming the two star-studded lineups in Tuesday's All-Star spectacle.

Fiery **Casey Stengel,** pilot of the World Champion Yankees, and scholarly **Burt Shotton,** manager of the Brooklyn Dodgers, will direct the field activities. Although the fans elect members of both squads, the privilege of naming the pitching staffs and coaching aids have been reserved for the managers.

Derby Moves to Linden

Video's thrill a minute sports spectacle, the Roller Derby, will be televised by WENR-TV this Thursday from the skaters' new home, Linden Airport Armory at Linden, New Jersey, for the next four weeks.

It's Easy to Win a Spalding Autographed Ball

Autographed baseballs are on their way to the first two winners of **TV Forecast's** baseball contest. A ball signed by Wayne Terwilliger of the Chicago Cubs was won by *Alfred Ehman,* 1741 Wallen Ave., and another autographed by Gus Zernial, star White Sox outfielder, was awarded *Ronald Severing,* 13, of 3824 S. 57th St., Cicero.

Ehman syllogistically reasoned that the Cubs cannot finish better than fifth, while thirteen-year-old Ronald Severing picks his beloved Sox to wind up fourth. "The Sox have spirit and a lot of it . . . I saved my money for a long time to see them play and it's worth a hundred times that to see them," says Ronald.

Each week **TV Forecast** is awarding an American and National League Spalding baseball, autographed by your favorite Cub or Sox player.

CONTEST RULES

1. An official entry blank must accompany each entry.
2. All entries become the property of TV Forecast, Inc., and will not be returned.
3. Decisions of the judges will be final.
4. The contest is open to all home and newsstand subscribers of TV Forecast.
5. There is no limit to the number of entries each week by an individual.
6. All entries must be signed in the handwriting of the entrant.
7. There is no age limit.
8. All entries must be neatly typed or written.
9. All entries must be postmarked before Friday midnight, July 14.
10. Winners will be announced two weeks after the close of each contest.

HERE'S MY ENTRY

To: Geoffrey Hunter, Sports Dept.
TV Forecast Magazine
185 N. Wabash, Chicago 1, Ill.

Enclosed is my entry in this week's contest to win an autographed Spalding major league baseball by my favorite Cub or Sox player. I understand the rules of the contest. If I win, I would like to have my prize autographed by_____
_____of the Cubs (Sox). Circle one.

7/8

Rainbo Grooms Future Boxing Champs

by WAYNE GRIFFIN

"Is boxing really on the way out?" That's the question posed to me more than any other. My answer? Well, let me give it to you in the form of a description—a description of what goes on at Chicago's Rainbo Arena, telecast on WENR-TV every Tuesday night.

When you hear of a young amateur opposing another beginner, what you'd expect is something just short of a brawl—no skill, just tossing leather in the general direction of the other guy in the ring. Sure you find a kid with three or four fights experience standing there and waving his arms like a propeller—looking as if he would take off on a clear runway over at Midway airport. But the windmills are not the rule.

WAYNE

You find other boxers—and I mean boxers—who display enough talent to turn pro and have very good records. These are the kids I see every week—the good ones and the ones who are testing to see if they have what it takes. All of them are in the ring for one major reason—the sheer love of boxing. That's what makes me feel that the fight game is still a good and alive sport.

Since these are amateurs, another thing that makes me happy is the care and attendance they're given. Every boy who steps through the ropes has been thoroughly examined by a doctor, and we know he is in physical shape to withstand any serious punishment. When it looks as if a boy has taken too much, the fight is immediately stopped. The number of serious injuries at Rainbo has been almost nil.

A surprising thing happens, though, after some of the fighters have had a sufficient amount of bouts. You take an average amateur—put him in the ring for three rounds, and he looks good. If he goes four his next fight, he's dead on his feet. As the same fighter matures, he conditions himself and makes everybody's job easier. He can then take the four rounds in stride.

I'm sure some of these kids—because of their stamina, ability, and love of the game—will go on to rise in the pro ranks.

Does that answer your question? As far as I'm concerned, the fight game is definitely *not* on the way out—it looks as if it will pick up as time goes on.

BOXING TICKETS AVAILABLE

TV Boxing fans are invited to attend "Tomorrow's Champions" a weekly boxing show featured Tuesday night over WENR-TV, as guests of *TV Forecast*.

Tickets are made available by special arrangement with Leonard Schwartz of Rainbo arena and the publishers of *TV Forecast*. Because of the expected demand, only two passes per letter will be issued. To obtain tickets, simply mail your name and address to: Sports Editor, TV Forecast, 185 N. Wabash, Chicago 1, Ill.

VINCE

Oh, yes—before I sign this off, I'd like to mention the other portion of our ABC-TV "Tomorrow's Champions" telecast. My sidekick Vince Garrity does one of the best jobs in the country in lining up great sports personalities for our intermission interviews. Vince is acquainted with most of the big names in all sports fields, and he gets them for our show when they're in town. During the interviews, Vince and I try to find out human interest facts that are little known about the individual.

If you want to watch a sport with thrills, skill, some laughs, and a lot of entertainment value, turn on channel 7 Tuesday night about 9 p.m. I guarantee you'll get almost as big a kick out of it as I do.

Locker Room Dope

By GEOFFREY HUNTER

Isn't it about time that WBKB did something about its announcer on Bleachers Club before the Cubs games? As **J. Mabley** has pointed out many times, fakers and wise guys give themselves away quickly on television. Viewers have told us that the guy who does the show reminds them of a night-club emcee who constantly tries to show up his guests. We don't like it and lest we be misunderstood, this does not mean **Linn Burton** who does a nice workmanlike job on "What's the Score?"

The Chicago Bears are a football club that believe in nailing players down long in advance. Proof of this comes from a contract which **Phil A. Marineau Jr.**, 4, of 6504 N. Bosworth av., has had since 1947. The husky little guy is all set to play for George Halas in 1967. His daddy, who solves radio and television problems around town, is Phil Sr., communications engineer of Illinois Bell. . . . When the Yankees were last in town, **George Weiss**, the N.Y. General Manager, wanted either **Bob Cain** or **Billy Pierce** for some talent on the Yank's Kansas City club. **Frank Lane**, the White Sox executive, merely said, "We are not a farm club for the Yanks."

The promotion manager of the White Sox, **Bill Griffith**, has had more than 150,000 applications for the All-Star game at Comiskey Park. . . . **Ernie Carroll**, mine host in the Woodland Bards, Comiskey Park's press, radio and television accommodations, recently left Chicago at 1 a.m. after a night game, fished in a Wisconsin lake and brought back four of the biggest fish ever seen outside the Fulton fish market.

Last March **James T. Gallagher**, business manager of the Cubs, said the Cubs were good enough to finish fourth, could possibly be in fifth but absolutely no lower than sixth. **Emil Verban** said fifth. Looks like they knew what they were talking about. . . . Chicago stations didn't like the idea of covering local races live because of the gambling probe in Washington, D. C., but the eastern stations didn't scare as easily. WBKB had sponsors and rights to Maywood Harness Racing but the station's attorney suggested it be passed up because of the nature of the license held by WBKB. It happens to be a temporary certificate but it has been that way since 1940.

Win Free Tickets to Rainbo Wrestling!

Ten pairs of tickets will be awarded each week to readers of *TV Forecast* Magazine writing the best letters of the week on the following subject—

"I would like to see a live wrestling show because....."

The contest is open to both men and women readers. Two tickets to Rainbo arena will be presented to persons whose letters are judged the most original, and interesting. There is no coupon to clip, nothing to buy.

The tickets are being made available thru an exclusive arrangement with Promoter Ray Fabiani and the publishers of this magazine.

Deadline for this week: midnight Wednesday, July 12.

Write: Sports Dept., TV Forecast, 185 N. Wabash, Chicago 1.

"That Dorothy Bond" Looks at Television

(Cartoon opposite page)

The champion of the working girl, Dorothy Bond, *Daily News* cartoonist, is the gal you've been seeing on daytime TV shows as guest star currently.

Creator of *"The Ladies,"* a syndicated panel appearing in 85 cross-country newspapers, Dorothy Bond is a fabulous ex-factory girl, salesgirl, waitress, steno and switchboardiste, which accounts for her ability to round-up powder room gossip.

A TV set owner, Dorothy was asked by the editors of this magazine to draw a guest cartoon on any subject of her choice. The hilarious result is on the next page.

Please Say "I Saw It in TV Forecast."

Ladies
That Dorothy Bond
TELEVISION! AN ARLENE FRANCIS BLIND DATE HYPNOTISM BY DUNINGER AND BREAK THE BANK WITH BERT PARKS! WE'RE HONEYMOONING IN A JIM MORAN COURTESY CAR AT PINCUS PINES!

DEAR BOSS:

I believe in calling 'em, per your strict orders. When a show is a dud, I say so. On the other hand, when something rates a bouquet, your boy Chub wants to compliment the group responsible.

So before I get into a dissection of some boring television shows, let me say that in spite of what my mother-in-law (bless her two heads) thinks about Jimmy Savage's column in a certain daily newspaper, the guy should get an award of some sort for cooking up the fastest TV show in town.

It's all over now, but it should not be forgotten. Savage, in the interests of the Chicago Heart Association, broke all sorts of red tape with unions and what-have-you to present on WGN-TV an All-Star lineup of talent. And the talent deserves the thanks of Chicago: Cliff Norton, Bob Trendler and orchestra, Willie Shore from the Vine Gardens, Peter Lind Hayes and wife from the Chicago Theater, Lenny Kent from the Silver Frolics (watch this boy, he's hot), Ian Keith from Chevy Chase, Joan Barton, Tony Fontaine, Jack Brickhouse, Christine Nelson, Harry Revel, Jackie Caine, and those two guys with the 19 inch screen biceps, Lou Thesz and Buddy Rogers.

Savage got off a quip that, as one innocent lad commented, probably means something—"I'm just a Vince Garrity, with clarity, in the interests of charity, but that ends the similarity."

It broke the show up.

More stuff like this will probably originate in the cells of Savage, so don't be surprised if they toss in another unannounced sleeper.

Now, to show you I can be mean, I think it's ripe to ask yourself a question: isn't it about time you became selective, and picked the best, instead of watching just everything? It's the only way to improve the level of TV today. Or am I wrong?

CHUB McCARTHY

SUBURBAN

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gary, ind. and vicinity

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RADIO CENTER
1542 119th St. Whiting 307

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MINER ELECTRONICS
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northshore suburbs

AIR VISION, INC.
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5657 W. Addison PAlisade 5-2144

TRYBUS RADIO & TELEVISION CO.
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2609 W. North Ave. HUmboldt 6-0290

M & G RADIO AND TELEVISION, INC.
3307 Bryn Mawr JUniper 8-5201

south

MONARCH TELEVISION COMPANY
7823 S. Halsted TRiangle 4-8049

AMERICAN RADIO LABORATORY
6321 S. University FAirfax 4-9000

HAVILL'S TELEVISION SERVICE
1461 E. 55th St. PLaza 2-7800

AUBURN PARK DAY & NIGHT TELEVISION SERVICE
502 W. 79th St. STewart 3-6391

SPECIAL OFFER!

Excerpt from letter of Mrs. Thomas F. McDonough, Chicago, Ill.:
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Inertia Smith Cartoon

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